harvesting a mid-season round orange cultivar selected from the group consisting of a Vernia cultivar, a Frost cultivar, or a combination of these mid-season cultivars, said harvesting providing said mid-season orange cultivar which has its peak properties during a time period after the peak harvesting season for earlier season round orange fruit having a peak harvesting season earlier than said mid-season orange cultivar, namely Hamlin orange fruit, and before the peak harvesting season for late season round orange fruit, namely Hughes Valencia and Rhode Red Valencia orange fruit, each peak harvesting season being within the growing territory of the mid-season cultivar;

extracting juice from a volume of said mid-season round oranges;

collecting the resulting extracted orange juice as a mid-season orange juice having a Brix-to-acid ratio (BAR) during said harvesting which is greater than that of either said earlier season round orange fruit or said late season round orange fruit harvested within the time period of said harvesting; and

blending, on a commercial scale, said collected mid-season orange juice with another orange juice source and providing a not from concentrate juice composition therefrom having a greater BAR value than, and sensory qualities equivalent or superior to, the BAR value and the sensory qualities, respectively, of orange juice from either said earlier season round

concentrate mid-season orange juice with another orange juice source in order to provide a not from concentrate juice composition having a greater BAR value than, and sensory qualities equivalent or superior to, the BAR value and the sensory qualities, respectively, of not from concentrate orange juice from either said earlier season round orange fruit juice or said late season round orange fruit harvested during said harvesting season;

said collecting provides an orange juice source having a Color Number of at least 36 CN units; and

said blending blends at least about 5 volume percent, based on the volume of the orange juice, of said mid-season juice with said another orange juice source in order to provide said not from concentrate orange juice product with a Color Number in excess of 36 CN units.\*-

producing a not from concentrate orange juice product, comprising:

harvesting Vernia cultivar round oranges which have their peak properties during a time period after the peak harvesting season for an earlier season round orange fruit having a peak harvesting season earlier than said Vernia cultivar, namely Hamlin orange fruit, and before the peak harvesting season for late season round orange fruit, namely Hughes Valencia and Rhode Red Valencia orange fruit, each peak harvesting season

being within the growing territory of the Vernia oranges;

extracting juice from a volume of said Vernia round oranges;

collecting the resulting extracted orange juice and providing a mid-season orange juice having a Brixto-acid ratio (BAR) during said harvesting which is greater than that of either said early-to-mid season round orange fruit or said late season round orange fruit harvested within the time period of said harvesting of the Vernia oranges; and

blending, on a commercial scale, said collected mid-season orange juice with another orange juice source and providing a not from concentrate juice composition having a greater BAR value than, and sensory qualities equivalent or superior to, the BAR value and the sensory qualities, respectively, of orange juice from either said earlier season round orange fruit or said late season round orange fruit harvested during said harvesting season.

+-26. (Four Times Amended) A method of commercially producing a not from concentrate orange juice product, comprising:

harvesting Vernia cultivar round oranges which have their peak properties during a time period after the peak harvesting season for Hamlin round orange fruit, and before the peak harvesting season for late season round orange fruit, namely Hughes Valencia and Rhode Red Valencia orange fruit, each peak harvesting

U.S. Serial No. 09/583,334 season being within the growing territory of the Vernia orange; extracting juice from a volume of said Vernia round oranges; collecting the resulting extracted orange juice and providing a mid-season orange juice having a Brixto-acid ratio (BAR) during said harvesting which is greater than that of either said Hamlin round orange fruit or said late season round orange fruit harvested within the time period of said harvesting of the Vernia oranges; blending, on a commercial scale, said collected mid-season orange juice with another orange juice source in order to provide a juice composition having a greater BAR value than, and sensory qualities equivalent or superior to, the BAR value and the sensory qualities, respectively, of orange juice from either said early-to-mid season round orange fruit or said late season round orange fruit harvested during said harvesting season; said collecting provides an orange juice source having a Color Number of at least 36 CN units; and said blending blends at least about 5 volume

said blending blends at least about 5 volume percent, based on the volume of the orange juice, of said Vernia juice with said another orange juice source in order to provide an orange juice product having a Color Number in excess of 36 CN units, and said blending provides a not from concentrate orange juice.

m-28. (Thrice Amended) A not from concentrate orange juice composition comprising a blend of:

up to about 99 volume percent of a mid-season orange juice supply, based upon the total volume of the composition, said mid-season juice being a not from concentrate orange juice, said mid-season juice having a sensory profile equivalent or superior to that of 100 percent Hughes Valencia or Rhode Red Valencia orange juice from fruit harvested at about the same time as fruit from which said not-from-concentrate mid-season juice originates;

at least about 1 percent by volume of an orange juice supply other than said mid-season orange juice supply, based upon the total volume of the composition; and

said fruit from which the not-from-concentrate mid-season orange juice originates is a round orange cultivar selected from Vernia cultivars, Frost cultivars, or a combination of these mid-season cultivars.